

BOOK OF RECOMMENDATIONS

SAE 402



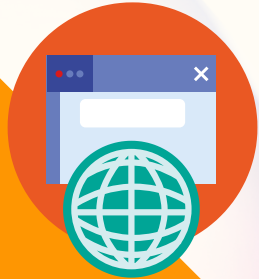
Team #3 Corp

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OUR PROJECT



Project reference
Name
Team Name
Project manager

SAE 402
Tasty Tales
Corp
Adam Taha



Summary

1. What is “Tasty Tales” ?
2. Our goals
3. Customer/User’s needs
4. Our features
5. Resources
6. SWOT



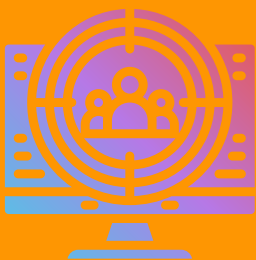
TastyTales ?



We want to develop a website where we are going to share cooking tutorials but not only.

We also want to allow users to post their own recipes and also give an opinion or a mark at other people's videos.

We are a team of 12 students for France, Bulgaria, Morocco and Vietnam !



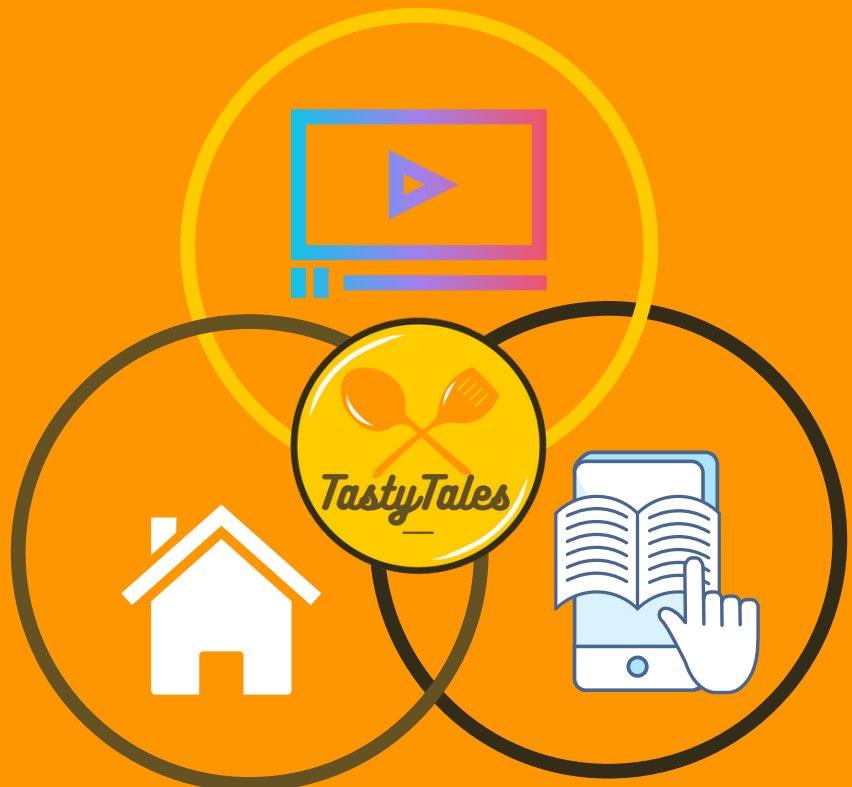
Target audience ?

Anyone that is interested by cooking, it can be students, housewife, head cooks, blogger, food influencer.....

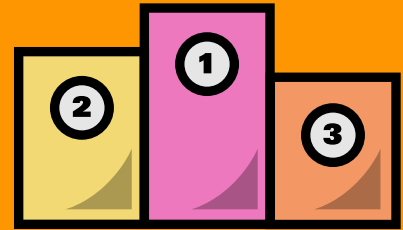
Goals



To create cooking tutorials that can allow our target audience to learn and try our recipes from home thanks to our website and our mobile application.



Competitors



We have several competitors that are known by many people.



First, we have "Marmiton", which is a French recipe website that offers a wide variety of dishes, with comments and ratings from users.

Epicurious is a website that offers recipes and articles on food and wine, as well as cooking videos.



TasteMade is recipes and cooking videos website that offers original and creative recipes.

Simply Recipes is an American recipe site that offers simple and easy-to-make recipes, with step-by-step photos.



Pictures and videos

Photos and videos of delicious dishes can help customers visualize the end result and inspire them to try a new recipe.



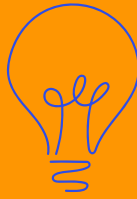
Recipes

Customers/Users are looking for inspiring, easy-to-follow recipes to cook at home.



Cooking tips

Customers/users appreciate cooking tips to improve their cooking skills, learn new techniques and discover new ingredients.



Reviews and Ratings

Customers/users value reviews and ratings from other users on whether a recipe is easy to follow and yields tasty results.



Customer/User's Needs

Shopping List

A built-in shopping list feature makes it easy for customers/users to add the ingredients needed for a recipe to their shopping list with just one click.



Community interaction

A community feature allows customers/users to discuss and share recipes, cooking tips and food photos with other cooking enthusiasts.



Mobile-friendly

A cooking website should be optimized for mobile devices, as many customers/users view recipes from their phones.



Cooking challenges ✓
Create fun challenges
or contests to
encourage users to try
new recipes or
techniques.

Interactive recipe builder ✓
Allow users to input their
ingredients and dietary
restrictions to generate a
customized recipe that
meets their needs.

Ingredient substitution
suggestions ✓
Offer suggestions for
ingredient
substitutions for users
who may not have all
the necessary
ingredients on hand.

Our features

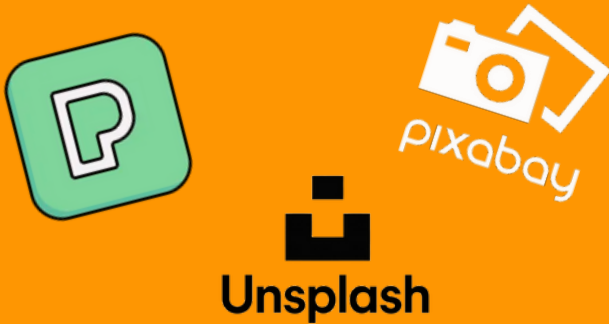
Personalized
recommendations ✓
Use data and user behavior
to provide personalized
recipe recommendations
based on each user's
preferences and search
history.

Virtual cooking
classes ✓
Offer live, interactive
cooking classes
taught by
professional chefs or
experienced home
cooks.

Ressources

Image bank :

It is important for us to have high quality images for our kitchen website. We will use free image banks such as Pexels, Unsplash, or Pixabay.



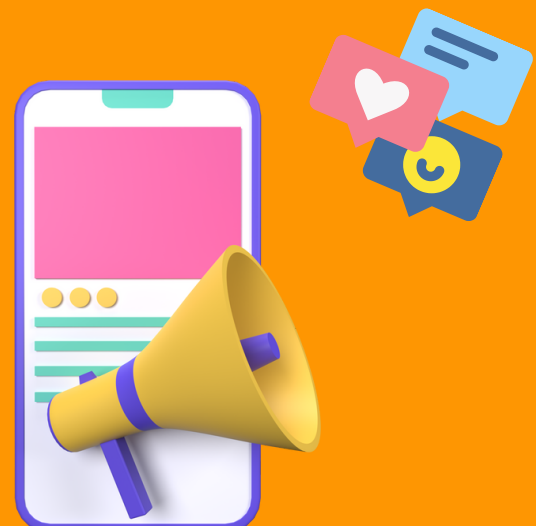
Pinterest:

Pinterest is a great source of inspiration for recipes and cooking website layouts. We've used it as inspiration for recipe ideas as well as tips on how to present your dishes.



Social media integration:

Integrating social media into the website can help build a community around the cooking tutorials. This could involve sharing recipes on social media platforms or creating a social media group for users to connect and share their cooking experiences.



User feedback and ratings:

Incorporating user feedback and ratings into the website can help improve the quality of the recipes and tutorials. This could involve providing a platform for users to rate and review recipes, or conducting surveys to gather feedback on the website's functionality.



Cooking equipment and ingredient recommendations:

Providing recommendations for cooking equipment and ingredients can be helpful for users who may not be familiar with certain products. This could involve partnering with kitchenware companies or conducting research to find the best products for each recipe.

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Strengths

- Large audience: Cooking is a subject that interests a lot of people, so there is a large potential audience for a cooking site.
- Attractive content: Photos of dishes and recipes are very visually appealing, which can help attract visitors to the site.
- Brand Positioning: If the site positions itself as a reliable, quality source of cooking information, it can stand out from the competition.



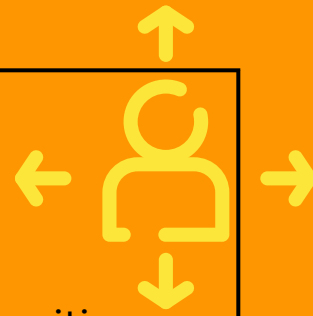
- High competition: The cooking market is very competitive, so it can be difficult to stand out from other cooking sites that already exist.
- Exclusive content: If the site offers recipes that are not original or unique, visitors can easily find the same information elsewhere on the web.
- Dependence on advertisements: If the site is ad-supported, it may be difficult to attract enough visitors to generate significant advertising revenue.

Weakness



- Increase in demand: The COVID-19 pandemic has prompted many people to cook at home, which has led to an increase in demand for cooking sites.
- International expansion: Dishes and recipes are often associated with the culture of a country or region, which can allow the site to expand internationally.

Opportunities



Threat



- Competition: There are many competing cooking sites that offer similar recipes, tips, and tricks, which can make it difficult for a new site to get noticed.
- Technical issues: Any website can experience technical issues, such as server outages or security breaches, which can damage the site's reputation.
- Changing consumer habits: Consumers may change their consumption habits and turn to alternatives, such as home meal kits, food delivery apps, etc.

CORP
for

TastyTales

